

What is claimed is:

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1 1. A method of processing lottery ticket sales comprising the steps of:
2 receiving a request to purchase at least one set of play indicia;
3 receiving a request to purchase at least one multiplier, wherein the
4 multiplier is chosen by a player;
5 associating the play indicia with the multiplier; and
6 determining a price for the multiplier.

1 2. The method of claim 1 wherein the step of receiving a request to
2 purchase at least one multiplier includes offering for purchase a multiplier having
3 a magnitude within a defined range of magnitudes.

1 3. The method of claim 1 wherein the step of receiving a request to
2 purchase at least one multiplier includes offering for purchase a multiplier having
3 a magnitude that is at least one of an integer, a fraction, and a mixed number.

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1 4. The method of claim 1 wherein the step of receiving a request to
2 purchase at least one multiplier includes offering for purchase a multiplier that is
3 at least one of a double multiplier, a triple multiplier, and a quadruple multiplier.

1 5. The method of claim 1 wherein the step of associating the play indicia
2 with the multiplier includes storing data related to the sets of play indicia and the
3 multiplier.

1 6. The method of claim 5 wherein the step of storing data includes storing
2 the data in a registration database.

1 7. The method of claim 5, further comprising the step of transmitting the
2 data between a lottery server and at least one of a player terminal and a lottery
3 terminal.

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2 Sub 37) 8. The method of claim 1, further comprising the step of prompting a
3 cashier to offer to sell a second multiplier having a larger magnitude than the
4 player chosen multiplier.

1 9. The method of claim 1, further comprising the step of displaying the
2 price of the player chosen multiplier and at least one additional multiplier having a
3 different magnitude than the player chosen multiplier.

1 10. The method of claim 1, further comprising the step of inputting data
2 relating to the play indicia and the multiplier, wherein the step of inputting the data
3 is selected from at least one of scanning a code representative of the data, keying
4 in the data, recognizing a voice command, and receiving the data from a terminal.

1 Sub 34) 11. The method of claim 1 wherein the step of determining the price
2 includes computing an expected value of the multiplier.

1 12. The method of claim 11 wherein the step of determining the price
2 includes determining the price based upon the expected value of the multiplier.

1 13. The method of claim 11, wherein the step of computing includes
2 computing the expected value of the multiplier based on at least the product of at
3 least two of a probability of a set of play indicia being a winning set of play indicia,
4 a value of a winning set of play indicia, and a sharing discount.

1 14. The method of claim 1 wherein the step of determining the price
2 includes determining the price based upon at least one of: a mark-up value, a
3 magnitude of the multiplier, a number of other multipliers sold, an anticipated
4 number of other multipliers that will be sold, an average magnitude of other
5 multipliers sold, a total magnitude of other multipliers sold, a set of other
6 multipliers sold, a number of lottery players, a number of play indicia sets being
7 sold, a number of other play indicia sets sold, an anticipated number of other play
8 indicia sets that will be sold, a total number of play indicia sets sold, a number of
9 unique play indicia sets sold, an anticipated number of additional play indicia sets

10 that will be sold, an anticipated number of times a particular set of play indicia set
11 will be sold, the probabilities of each of the possible quantities sold of each of the
12 possible sets of play indicia that are sold, a number of play indicia sets associated
13 with the multiplier, a number of winning play indicia sets to which the multiplier
14 can be applied, a probability of winning a lottery, a size of a lottery jackpot, a
15 lottery payout table, a set of lottery payout amounts, a type of lottery, a set of
16 rules of a lottery, conditions defined to effect the magnitude of the multiplier, and
17 external predefined conditions.

1 15. The method of claim 1, wherein the play indicia are for a drawing-type
2 lottery game.

1 16. The method of claim 1, wherein the play indicia are for an instant-type
2 lottery game.

1 17. The method of claim 1, wherein the multiplier can be applied to
2 redemption values of any of the sets of play indicia associated with the multiplier.

1 18. The method of claim 1, wherein the multiplier can be applied to a
2 redemption value of any one of the sets of play indicia associated with the
3 multiplier.

1 19. The method of claim 1, wherein the multiplier can be applied to a
2 redemption value of at least one set of play indicia specified by the player and
3 associated with the multiplier.

1 20. The method of claim 1, wherein the multiplier can be applied to a
2 redemption value of at least one set of play indicia associated with the multiplier
3 and specified by a lottery provider.

1 21. The method of claim 1, wherein the multiplier can only be applied to a
2 redemption value of a play indicia recorded on lottery tickets from a predefined
3 group of instant-type lottery tickets.

1 22. The method of claim 1, wherein the multiplier is applied to a
2 redemption value of a set of play indicia based upon the outcome of a predefined
3 event.

1 23. The method of claim 1, wherein a magnitude of the multiplier is
2 changed to one if a redemption value of the set of play indicia is outside a defined
3 range of redemption values.

1 24. The method of claim 1, wherein a magnitude of the multiplier varies
2 based on at least one of a location from which the play indicia is purchased, a
3 value of the play indicia, a type of lottery game, an outcome of an event, an initial
4 magnitude of the multiplier, and a specified time frame.

1 25. The method of claim 1, wherein the play indicia are recorded on a
2 lottery ticket.

1 26. The method of claim 25, wherein the lottery ticket is in the form of at
2 least one of paper, cardboard, plastic, magnetic, optical, and electronic medium.

1 27. The method of claim 1, further comprising the steps of:
2 receiving a request to purchase at least one additional set of play indicia;
3 and
4 associating the additional sets of play indicia with the multiplier.

1 28. The method of claim 27, wherein a first set of the play indicia is
2 recorded on a first lottery ticket, a second set of the play indicia is recorded on a
3 second lottery ticket, and the multiplier is recorded on a third lottery ticket.

1 29. The method of claim 1, wherein the at least one set of play indicia and
2 the multiplier are recorded on a lottery ticket.

1 30. The method of Claim 1, further comprising the steps of recording the
2 play indicia on a first lottery ticket and recording the multiplier on a second lottery
3 ticket.

1 31. The method of Claim 30, further comprising the steps of:
2 identifying the first lottery ticket with a ticket identifier; and
3 recording the ticket identifier on the second lottery ticket.

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- 1 32. A method of processing lottery ticket sales comprising the steps of:
2 receiving a request to purchase at least one set of lottery play indicia; and
3 issuing at least one set of multiplier play indicia associated with the sets of
4 lottery play indicia,
5 wherein if at least one of the sets of multiplier play indicia is a winning set,
6 a multiplier is issued that can be applied to at least one value of the winning sets
7 of lottery play indicia if at least one of the associated sets of lottery play indicia is
8 a winning set.

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1 33. A method of processing lottery ticket sales comprising the steps of:
2 receiving a request to purchase at least one set of lottery play indicia; and
3 receiving a request to purchase at least one set of multiplier play indicia
4 associated with the sets of lottery play indicia,
5 wherein if at least one of the sets of multiplier play indicia is a winning set,
6 a multiplier is issued that can be applied to at least one value of the winning sets
7 of lottery play indicia if at least one of the associated sets of lottery play indicia is
8 a winning set.

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1 34. A method for processing lottery ticket redemptions comprising the
2 steps of:

3 receiving at least one set of play indicia, wherein the at least one set of
4 play indicia is associated with a multiplier and wherein the multiplier includes a
5 magnitude selected by a player;

6 comparing the at least one set of play indicia with a winning set of play
7 indicia to determine at least one redemption value for the at least one set of play
8 indicia; and

9 applying the multiplier.

1 35. The method of claim 34 wherein the step of applying includes
2 multiplying the redemption value of at least one set of play indicia by the
3 magnitude of the multiplier.

1 36. The method of claim 34 further comprising the steps of:
2 receiving at least one additional set of play indicia associated with the
3 multiplier; and

4 comparing the at least one additional set of play indicia with a winning set
5 of play indicia to determine redemption values for the at least one additional set of
6 play indicia.

1 37. The method of claim 36 wherein the step of applying includes
2 multiplying the magnitude of the multiplier by a greatest redemption value of the
3 redemption values of the at least one set of play indicia and the at least one
4 additional set of play indicia.

1 38. The method of claim 36 wherein the step of applying includes
2 multiplying the magnitude of the multiplier by at least one lottery provider selected
3 redemption value of the redemption values of the at least one set of play indicia
4 and the at least one additional set of play indicia.

1 39. The method of claim 36 wherein the step of applying includes
2 multiplying the magnitude of the multiplier by at least one player-selected
3 redemption value of the redemption values of the at least one set of play indicia
4 and the at least one additional set of play indicia.

1 40. The method of claim 36 wherein the step of applying includes
2 multiplying the magnitude of the multiplier by a number of redemption values of
3 the redemption values of the at least one set of play indicia and the at least one
4 additional set of play indicia.

1 41. The method of claim 36, wherein the first set of play indicia and the
2 second set of play indicia are for a drawing-type lottery game.

1 42. The method of claim 36, wherein the first set of play indicia and
2 second set of play indicia are recorded on a lottery ticket in the form of at least
3 one of paper, cardboard, plastic, magnetic, optical, and electronic medium.

1 43. The method of claim 36, wherein the first set of play indicia and the
2 second set of play indicia are for an instant-type lottery game.

44. A method for operating a lottery, comprising:
receiving a first set of play indicia for winning a payout;
storing data relating to the first set of play indicia;
receiving a second set of play indicia for winning a multiplier;
storing data relating to the second set of play indicia;
comparing the data relating to the first set of play indicia with data
identifying winning sets of play indicia to determine a value for the first set of play
indicia;
comparing the data relating to the second set of play indicia with the data
identifying winning sets of play indicia to determine a magnitude of the multiplier
for the second set of play indicia; and
multiplying the value for the first set of play indicia by the magnitude of the
multiplier for the second set of play indicia.

45. The method of claim 44 further comprising the steps of:
receiving a third set of play indicia, wherein the third set of play indicia is
associated with the second set of play indicia;
storing data relating to the third set of play indicia;
comparing the data relating to the third set of play indicia with the data
identifying winning sets of play indicia to determine a value for the third set of play
indicia.

46. The method of claim 45, wherein the first set of play indicia, the
second set of play indicia, and the third set of play indicia are for a drawing-type
lottery game.

47. The method of claim 45, further including the steps of:
multiplying the value for the third set of play indicia by the magnitude of the
multiplier for the second set of play indicia; and
providing a payout equal to the greater of the value for the first set of play
indicia multiplied by the magnitude of the multiplier and the value for the third set
of play indicia multiplied by the magnitude of the multiplier.

1 48. The method of claim 44, wherein the first set of play indicia and
2 second set of play indicia are recorded on a lottery ticket in the form of at least
3 one of paper, cardboard, plastic, magnetic, optical, and electronic medium.

1 49. The method of claim 44, wherein the first set of play indicia and
2 second set of play indicia are recorded on two or more different lottery tickets.

- 1 50. A computer-readable storage medium encoded with processing
2 instructions directing a computer to
3 store data relating to a first set of play indicia in a first field of a database
4 that identifies sets of play indicia;
5 store data identifying a multiplier in a second field of the database that
6 identifies multipliers;
7 associate the first field with the second field; and
8 calculate a purchase price of the multiplier.

1 51. A computer-readable storage medium encoded with processing
2 instructions directing a computer to
3 store data relating to a first set of play indicia in a memory;
4 retrieve data identifying a winning set of play indicia;
5 store the data identifying the winning set of play indicia in the memory;
6 compare the data relating to the first set of play indicia with the data
7 identifying the winning set of play indicia to determine a value for the first set of
8 play indicia;
9 determine a multiplier with which the first set of play indicia is associated;
10 and
11 multiply the value of the first set of play indicia by the multiplier.

1 52. The medium of claim 51, further comprising processing instructions
2 directing a computer to
3 store data relating to a second set of play indicia, which is associated with
4 the multiplier, in the memory; and
5 compare the data relating to the second set of play indicia with the data
6 identifying the winning set of play indicia to determine a value for the second set
7 of play indicia.

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1 54. A method of processing lottery ticket sales comprising the steps of:
2 receiving a request to purchase a plurality of sets of play indicia and a
3 multiplier;
4 associating the plurality of sets of play indicia with the multiplier; and
5 determining a price for the multiplier based upon at least a quantity of the
6 plurality of sets of play indicia associated with the multiplier.

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1 56. A lottery system comprising:
2 a memory for storing data related to a lottery; and
3 a processor in communication with the memory, wherein the processor is
4 operative to
5 store data in the memory identifying
6 a first set of play indicia,
7 a second set of play indicia, and
8 a multiplier;
9 associate the first set of play indicia and second set of play indicia
10 with the multiplier; and
11 determine a purchase price for the multiplier.

1 57. The system of claim 56, wherein the first set of play indicia and the
2 second set of play indicia are for a drawing-type lottery game.

1 58. The system of claim 56, wherein the first set of play indicia and the
2 second set of play indicia are for an instant-type lottery game.

1 59. The system of claim 56, wherein the first set of play indicia and the
2 second set of play indicia are for different types of lottery games.

1 60. A method for a lottery player to increase a payout received for winning
2 a lottery game, comprising:
3 requesting a first set of play indicia;
4 requesting a player chosen multiplier;
5 requesting for the first set of play indicia to be associated with the
6 multiplier; and
7 paying a predetermined price for the first set of play indicia and a price for
8 the multiplier based on factors relating to the play indicia and the multiplier.

1 61. The method of claim 60, further comprising the steps of requesting a
2 second set of play indicia, requesting that the second set of play indicia be
3 associated with the multiplier, and paying a price for the associated second set of
4 play indicia.

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1 62. A lottery ticket comprising:
2 at least one set of play indicia;
3 a multiplier selected by a player and associated with the play indicia; and
4 a ticket identifier.

1 63. The lottery ticket of claim 62 wherein the multiplier and the at least one
2 set of play indicia are recorded on a single medium and wherein the medium is in
3 the form of at least one of paper, cardboard, plastic, magnetic, optical, and
4 electronic medium.

1 64. The lottery ticket of claim 62 wherein the multiplier and the sets of play
2 indicia are recorded on at least two separate media and wherein the media are in
3 the form of at least one of paper, cardboard, plastic, magnetic, optical, and
4 electronic medium.

1 65. The lottery ticket of claim 62 wherein the multiplier and the sets of play
2 indicia are recorded on at least two different media and wherein the media are in
3 the form of at least one of paper, cardboard, plastic, magnetic, optical, and
4 electronic medium.

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- 1 66. A method of processing lottery ticket sales comprising the steps of:
2 receiving a request to purchase at least one multiplier, wherein the
3 multiplier is chosen by a player and can be applied to a redemption value of at
4 least one set of play indicia; and
5 determining a price for the multiplier.

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- 1 67. A lottery system comprising:
2 a memory for storing data related to a lottery; and
3 a processor in communication with the memory, wherein the processor is
4 operative to
5 store data in the memory identifying a set of play indicia and a
6 multiplier chosen by a player,
7 associate the set of play indicia with the multiplier, and
8 determine a purchase price for the multiplier.

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1 68. A system comprising:
2 means for recording data; and
3 means for executing coupled to the means for recording, wherein the
4 means for executing is operative to
5 store data in the means for recording that identifies a first set of play
6 indicia, a second set of play indicia, and a multiplier;
7 associate the first set of play indicia and second set of play indicia
8 with the multiplier; and
9 determine a purchase price for the multiplier.

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